

At-Large Social Media Strategy for ATLAS II

INTRODUCTION

This proposal is developed from the [Draft At-Large Social Media Strategy](#) (“Overall Strategy”). It is consistent with the Overall Strategy in most parts; the difference is that it expands on media channels, content types, implementation phases, and organizations and planning, as these areas need to be specific for ATLAS II. ATLAS II provides us the first opportunity to test out the Overall Strategy and develop best practice in digital communications. The social media efforts for At-Large will continue beyond ATLAS II, and our experience in the Summit will help refine the strategy for future development.

TARGET AUDIENCE

1. Defined in the Overall Strategy, the inactive, new, and potential **ALS members** are our primary audience.
2. Our target audience also include **ATLAS II participants** (especially remote participants) who have limited knowledge and experience in At-Large but have a desire to learn, get involved, and make a difference for the community.
3. Social-Technographic wise, they are digitally savvy and tend to update status, share content, and voice their opinions using conventional social media sites such as Facebook and Twitter.

OBJECTIVES & KPIs

Consistent with that of the Overall Strategy, our social media goal for ATLAS II is to raise awareness of the At-Large community and the work of the community. Capitalizing on the influence of Summit, social media specifically serves to:

1. Enhance new audience acquisition for the community → *Track*: absolute fan/follow growth (i.e. simple headcounts).
2. Increase online sharing of Summit-related content → *Track*: tweet/post frequency; total interactions and interactions of top posts/tweets (number of likes/favorites, comments/replies, shares/retweets, and mentions); top fans/followers and their activities.
3. Further audience’s understanding of the community and the Summit → *Track*: total page click through rates and click through rates of the hottest links (e.g. urls shortened by goo.gl can show the number of people who have clicked them).

KPIs need to be compiled in a spreadsheet and monitored on a weekly basis.

MEDIA CHANNELS

We will focus on developing two primary media channels for ATLAS II: 1) Twitter and 2) Facebook; three other channels provide supportive roles: 1) MailChimp Newsletter, 2) ATLAS II Website, and 3) Wiki.

Rational:

- At-Large already has regular activities and solid fan/follower base on its [Facebook](#) and [Twitter](#) accounts. Rather than creating completely new accounts just for ATLAS II and building fan/follower base from 0, we will capitalize on the existing resources and enhance our influence and reach.
- Specifically designed for the Summit, the MailChimp Newsletter and ATLAS II Website can integrate well with Facebook and Twitter by installing social media plugins and providing dynamic, shareable content.
- Wiki provides the most comprehensive, up-to-date, and linkable information regarding the work of At-Large and the Summit itself.
- Given the time and resource constraints, as well as the demographic and media consumption pattern of our target audience, it's better that we start small and develop best practice before venturing into other platforms.

CONTENT TYPEs

Consistent with the content types proposed in the Overall Strategy, both **'fluid content'** and **'static content'** will be published for before and during ATLAS II. To tackle the challenge of resource limitations, those contents need to be planned ahead as much as possible during the month of May. Besides that, **'live feed'** of the Summit itself and **'interactions'** with other social media accounts will also be important components.

Fluid Content

- It mainly includes information sent through 1) MailChimp Newsletter and 2) ALAC-Announce mailing list, such as:
 - ICANN News Alert
 - Vote Information
 - ALAC Statement
 - Meeting/Call Information
- While those types of content has to be posted in real time and cannot be planned ahead, their **'templates'** - the short introduction to announce those messages in the voice of social media - can be drafted prior.
- By the end of May, an important task is to develop various templates appropriate for MailChimp Newsletters and ALAC-Announce messages. The template has 3-4 parts:
 - The one-line, action-driven sentence leading to the announcement
 - Useful links
 - Accompanying Hashtags
 - Appropriate images (not a must)

Static Content

- Opposite to the fluid content which is always new and changing, static content is less date-sensitive and able to recycle after certain period of time. More importantly, they can often compliment **'fluid content'** and **'live feed'** by providing background information for our target audience.
- The activities of ATLAS II generally fall into 3 categories:

- Regular ICANN Meetings
- RALO General Assemblies
- Thematic Group Sessions

In response, static content that provide background information on those 3 categories of activities should be post before and during the ATLAS II.

- **Regular ICANN Meetings**

Materials that generally inform and educate the target audience about ICANN and the At-Large community can serve the purposes.

- [Capacity building webinars](#): Interesting and important quotes from the Webinar (check AC chat logs and transcripts) can become the actual text of tweets & posts; tweets and posts can also link to the PowerPoints and infographics presented during the webinars.
- [Beginner's Guides](#): Similarly, infographics and key quotes on the guides can be formed into actual tweets and posts, which can link directly to specific pages of the guides.
- [Information about other ICANN entities & constituencies](#): Based on the agenda, At-Large will meet with ccNSO, SO/AC Chairs, the Board, and GAC in London. Basic information about those groups would be good, sharable materials.
- [At-Large Working Groups](#): A core component of the f2f meeting is about the work of At-Large WGs. Static content that links to WG wiki pages, the Statements and presentations they produced, and the WG monthly reports, would be useful.
- [Public Comment](#): Policy Development is a critical area of work for the ALAC. The [Open PC section on the ICANN website](#) provides many detailed, intriguing information about policy issues; also, information about the Statement penholders will add the human factor to the work of At-Large and become the basis of tweets and posts.
- [Acronym Helper](#): This would be fun bits of knowledge to share on social media and can potentially develop into a strong hashtag theme.
- [Trivia Questions](#): Similar to Acronym Helpers, series of trivia questions about the At-Large community, ICANN, and the London Meeting can add the fun factor to the social media channels and engage the target audience.

- **RALO General Assemblies**

- Each RALO GA has its own agenda items, which will be finalized in mid-May.
- To compile and draft static content materials relevant to agenda items, the responsible persons may need to consult with the Chair, Secretariat, and other active members of each RALO.
 - E.g., for NARALO's GA, background info about compliance issues would be helpful static content.
- Introductions about people, facts, and work of RALOs are also great sources:
 - RALO contact pages on wiki
 - Past RALO showcase (YouTube, Flickr & At-Large Website)
 - RALO monthly updates
 - ALS brochures (e.g. [LACRALO ALS Booklet](#))

- [ALS interviews](#)
 - ALS Spotlight during RALO calls (AC powerpoints & transcript)
- [Thematic Groups](#)
 - The 5 thematic groups have different subtopics and agendas for their break-out sessions. Each group also has its moderator and subject matter expert(s) that lead the discussion.
 - To compile and draft static content materials for thematic groups, the responsible persons may need to consult with SMEs who will provide the subtopics of their sessions.
 - Past work of At-Large that is relevant to the thematic groups is also a good source. For example:
 - Global Internet: The User Perspective → [At-Large Future Challenges R3 White Paper](#)
 - The Globalization of ICANN → [ICANN Strategy Panels](#)
 - Explanations and tips on how to draft the joint ATLAS report would be interesting and useful for our target audience.

Live Feed

- The coverage of the Summit itself would be extremely important. It would interest the target audience the most -- especially the ones who cannot physically attend the ATLAS II -- and rally fans and followers in an effective manner.
- The general guideline for live feed is listed below:
 - For each meeting/session, we need to guarantee a healthy stream of tweets/posts → set a target of 3 tweets per meeting session, for example.
 - Some of the live feed materials may come from the pre-prepared, relevant static content.
 - Others may come from the important quotes from speakers, interesting powerpoint slides and documents shared on the AC/screen, and pictures and short video clips of speakers and attendees.
 - Besides meetings, social functions during the Summit would be picture-rich opportunities; live feed should focus on visuals.
- The people responsible for live feed need to develop a mechanism so that they can work together seemingly and get the content out in a timely, systematic manner.

Interactions

- Interactions with the target audience is perhaps the best way to grow our social media influence, but it can be time-consuming and hard to do during the fast-paced Summit. Thus, we will set priority straight and start slow.
 - Interaction order on Twitter: Follow → Retweet → Mention/Reply
 - Interaction order on Facebook: Highlight Stories → Share → Reply
 - Interaction priority: ICANN Social Media Accounts → influential At-Large community members → other relevant influencers

- ICANN has several corporate social media account holders that possess a total of 12 Twitter Handles, 3 Facebook accounts, and several other channels. At foremost, At-Large needs to follow and collaborate with those corporate account holders before and during the London Meeting. By retweeting and sharing information from those accounts, At-Large will not only effectively enrich our platforms and support consistency of messaging, but also prompt others to cross-post our content and promote ATLAS II.
- If have more capacity, we can invite people to retweet our content by posting 'pls RT' on the actual tweets. We may also reach out to the influential community members on Facebook and Twitter, inviting them to retweet or share our content, so that enhance our reach and influence among their fans and followers.

IMPLEMENTATION PHASEs

Based on our June timeline, the execution plan of ATLAS II social media strategy includes four phases. Each phase will publish different content types:

1. Grow Awareness for ICANN At-Large (Sun 1 June - Tue 10 June)
 - Static Content - focus on the topics under 'Regular ICANN Meetings'
 - Fluid Content - post ALAC-Announce & Newsletter in real-time
2. Build Momentum for ATLAS II (Wed 11 June - Fri 20 June)
 - Static Content - focus on the topics under 'RALO General Assemblies' and 'Thematic Groups'
 - Fluid Content - post ALAC-Announce & Newsletter in real-time
 - Interactions
3. Immerse and Engage in ATLAS II (Sat 21 June - Fri 27 June)
 - Live Feed
 - Interactions
 - Static Content - post items relevant to meeting agendas
 - Fluid Content - post ALAC-Announce & Newsletter in real-time
4. Wrap-up the Summit (Sat 28 June - Mon 30 June)
 - Interactions
 - Fluid Content - focus on the outcome of ATLAS II

STYLE

- It is important we speak in the voice of social media:
 - Convey information in a sharp, informative, and intriguing manner;
 - Tweets are the most causal form of communications; they don't need to be in full sentence and resemble the sense of an exclamation mark;
 - FB posts are a little bit more formal than tweets but still remain a friendly tone and need to be picture-driven;
 - FB posts can be the exact same wording as tweets, or slightly different. However, there's no need to post the exact same content on both Twitter and FB as repetition may be a turn-off for our fans/followers.
- We need to use appropriate **Hashtags** to accompany different posts and tweets:

- Frequently use the existing brand/trending hashtags such as #ICANN, #ICANN50, #newgTLDs, #IANA;
- Develop At-Large's brand (i.e. #ATLASII) by pushing out a number of relevant tweets/posts with the hashtags attached and asking influencers to promote them;
- Mention the hashtags which appear to be the keywords or central concepts of tweets/posts (e.g. #Internet, #Governance, #Transliteration) and monitor their performance;
- Use some goofy hashtags from time to time to spice up content (e.g. #DYK, #onthisday, #TIL);
- Monitor and use hashtags trending among fans, followers, and influencers;
- Follow # feed during the London Meeting to pick relevant information for retweets and shares;
- It is okay to use 1-3 hashtags per Tweet/FB post.
- Discussion about opinions or viewpoints on social media should be avoided. Social media statement needs to be neutral and fact-based.

LANGUAGE

Since our target audience are spreaded around the world, many of them may not speak English. Thus, there is a need that we post content on social media in other languages, especially Spanish and French as Facebook and Twitter are popular platforms in many Latin American and African countries.

However, due to the lack of resources and time constraints, it is unrealistic to translate every single FB post and tweet in other languages in an accurate and timely manner. Furthermore, Facebook has a plugin sponsored by Bing that can automatically translate posts based on the language settings of the end-users.

Nevertheless, human translation would be valuable for outreach among non-English speakers, so we propose the following:

- Translate the 'templates' for fluid content into ES and FR.
- Select certain number of appropriate, pre-drafted static content to translate into ES and FR, and pair them up with corresponding hashtags in ES and FR if possible.

The main translation work will need the support and contributions from community members. We will also explore the potential to coordinate with the translation staff at ICANN. We need to be mindful that translation would only be possible if we have the EN version of content ready. Thus, it is a priority that we plan out content, curate sources, and finish drafting tweets and posts in English FIRST and in a timely manner.

ORGANIZATION & PLANNING

Based on the proposal on the Overall At-Large Social Media Strategy, an [At-Large Curation WG](#) will be formed to implement the strategy. To be clear, the work of the WG does not stop at

the end of ATLAS II. Members need to commit to the At-Large social media efforts for the long run.

Since the WG won't be officially established until the ALAC addresses the issue during its Monthly call at the end of May, an interim At-Large Curation WG will be formed and functioning during the month of May. It is currently recruiting members and the [call for membership](#) will end on 15 May.

At-Large Curation WG members should have some knowledge and experience in social media communications. At-Large Curation WG Members should be from all regions with at least one member from each following group:

- [ALAC Subcommittee on Outreach](#)
- [At-Large Capacity Building Working Group](#)
- [At-Large Technology Task Force Working Group](#)
- Each Regional At-Large Organization

Members of the ATLAS II Communications WG are not listed here because they already belong to at least one of the aforementioned groups. However, the implementation of the strategy for ATLAS II will need their supports and contributions, so we welcome interested members to join the Curation WG.

Members will work collaboratively and handle a variety of tasks in a rotational basis. However, only the At-Large Staff can directly publish content through the At-Large accounts on social media channels, as those accounts are official representations of the organization and the At-Large staff are accountable for quality control, consistency of messaging, and reputation management. Specifically, Staff (aka Ariel) will be editing all the draft tweets/posts, hyperlinks, and visuals/audios provided by the other WG members. She will refine those materials into final tweets and posts, and eventually publish them. Additionally, Heidi will be the supervisor who signs off the tweets and posts to be published.

During the month of May, the Curation WG will be focusing on developing tweet-style content and pairing them with appropriate links and images. *Rationale:* 1) Twitter demands much higher post frequency than Facebook, and 2) tweets can be easily cross-posted on Facebook by slightly tweaking the wording.

The tentative breakdown of responsibilities, the allocation of personnel, and the set of goals is laid out based on the different content types. There will be responsibility overlap among members of WG (i.e. one person will be responsible for more than one content type).

Fluid Content → *Staff*

- Develop templates: 2 sentences for each type of ALAC-Announce message and 2 sentences for MailChimp Newsletters;
- Post Fluid Content in real-time.

Static Content

- Regular ICANN Meetings → *TBD*
 - Draft at least 50 tweets that covers the aforementioned sub-categories (e.g. from 'Capacity Building Webinar' to 'Trivia Questions')
- RALO General Assemblies → *1 person covers each RALO**
 - 10 tweets per RALO
- Thematic Groups → *1 person covers each Group***
 - 10 tweets per thematic group

Live Feed

- Goal: 2-3 tweets per meeting session and 2-3 FB post per day (the number varies depending on the meeting and the day)
- RALO General Assemblies → *1 person covers each RALO**
- Thematic Groups → *1 person covers each Group***
- Regular ICANN Meetings → *TBD*

Interactions → *Staff*

NEXT STEPS

1. Recruit members for Curation WG, especially the social media person for each RALO and each Thematic Group.
2. Build out a spreadsheet based on content types.
3. Based on the ATLAS II agenda, build out a tweet / FB post calendar by locating pre-prepared content from Step 2 to appropriate dates.
4. Hash out a mechanism for live feed and determine the division of labor during the actual ATLAS II meeting period (Sat 21 June - Fri 27 June).